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Florian Klaass is the Director of the Customer Value & Strategy Council. An accomplished strategist with more than 20 years of experience, Florian has built and led high-performing international teams, created and implemented global brand marketing programs in the fast-moving consumer goods (FMCG) world.

He spent over a decade at Red Bull, where he was a key architect in the success and growth of one of the world's most innovative and valuable brands. As a member of Red Bull's Senior Global Marketing Board for 15 years, Florian had the privilege of creating, shaping and defining consumer marketing excellence across all media, channels and platforms on a global scale.

In 2021, Florian founded his own boutique consultancy K&CO. Coaching & Consulting, a global marketing and branding advisory firm, working with clients on brand strategy, business development and transformation management. As an IHK-certified business coach, Florian works with executives, directors and senior managers to continuously develop their full leadership potential, both as professionals and as individuals.